ABSTRACT OF THE DISCLOSURE

In one embodiment, a method of analyzing online advertising information includes the steps of receiving consumer data from client computers, creating a database based on the consumer data, receiving user selected values from a front end, and extracting data

5   from the database based on the user selected values. The front end may have a selection area with user selectable values that change depending on an initially selected value. In one embodiment, the database comprises an online analytical processing (OLAP) database.